



### The Problem

Register 200 Children between the ages of 7 and 14 for a summer youth camp. In celebration of June – National Dairy Month, The Jacksonville Jaguars, Tropicana, and the Florida Dairy Farmers encouraged local youth to join the camp to learn the fundamentals of football and the value of teamwork. Limited time to register before start of camp.

### The Plan

We developed a 3 tiered marketing plan including on air commercial schedule, website support and live station remotes. We initially began teasing the camp on the Eagle website, two weeks prior to the on air schedule and three weeks prior to the first remote.

### The Process

Needing a location for the radio station remotes, we approached the Jacksonville Jaguars supermarket partner Winn Dixie to set up the events and POS in store. Driving initial interest with our website banners and links. The entire campaign was starting to look like a winner for all parties by this point.

### The Performance

After 2 weeks of teasing on the website and only 3 days (13 prime commercials) from the on air schedule, the camp was full. Before we even arrived at our first remote! We changed the focus of the campaign to simply promote Tropicana, Dairy Month and Winn Dixie as well as their partnership with the FM home of the Jacksonville Jaguars... The Eagle 96.9! All sponsors and clients involved were beyond thrilled with the results.

